

November 3, 2016

Dear Member:

A meeting of the Legal Marketing Association (LMA) Vancouver members will be held at 5:00 p.m. Pacific Time, on November 22, 2016, at Rogue Kitchen and Wetbar Gastown Terrace, 601 West Cordova Street, Vancouver, BC.

This meeting has been called for the purpose of voting on resolutions to (i) approve the dissolution of LMA Vancouver under the British Columbia Society Act (the "Act"); and (ii) approve the dissolution and distribution of the chapter's assets in accordance with a Plan of Dissolution and Distribution of Assets to comply with the requirements of the Act. A copy of the resolutions is attached for your convenience.

As you know, the Legal Marketing Association has voted that, effective January 1, 2017, it will complete a transition to a regional organizational structure under which all existing chapters and city groups will be reorganized into six U.S. and two Canadian regions. The regional model is intended to provide LMA and its local organizations with greater stability and generate a more cohesive member experience. By consolidating operations into a regional structure, LMA will significantly reduce its administrative footprint and costs, both hard costs and volunteer time, allowing it to dedicate those assets to improving member value.

The legal restructuring of LMA's chapters is an important step in the transition to a regional structure. Specifically, to ensure that the transition is complete by January 1, 2017, each of LMA's existing chapters, including LMA Vancouver, must take the actions necessary to dissolve as a separate legal entity prior to that time.

The LMA Vancouver Board believes that approval of the resolutions is in the chapter's best interests and urges you to attend the meeting and vote to approve the resolutions. Your vote is crucial to the overall success of the regional transition process.

If you have questions prior to the meeting, please do not hesitate to contact me (elizabeth.reymundo@gowlingwlg.com) or Christopher Bailey (christopher.bailey@mcmillan.ca).

Thank you for your support of LMA Vancouver.

Elizabeth Reymundo
President